

e-Effort Networks Project Management

The e-Effort Networks Teams

FIG. 1

Strategy Choices

- Buy a Company
- Build a Company
- Build a Division
- Roll-up Companies by Acquisition
- "Cooperative Roll-Up"

FIG. 2

Focus of Strategy

- **Website Development**
- **Contributor Management**

FIG. 3

Focus of Strategy - Claims

- **Website Development**
 - A marketplace for development over the Internet
- **Contributor Management**
 - A complex network incorporating multiple parts held together by Process Control
 - A compensation marketplace

FIG. 4

Focus of Strategy - Detail

Website Development

- Businesses that require web development and/or database design. The businesses can have several different profiles. Such as, a large company that has a large development project, which could be divided into small pieces and put out on the network for developers to work on. Or an incubator company that wants to get its business to market quickly with development by skilled personal. The incubator company may not have the cash flow, but would pay in equity.

Contributor Management

- Developers that are mostly freelance employees or high level students. The developers will have the opportunity to pick and choose projects. When the project is complete the developers earn points to turn in for a possible share in some of the companies they do work for, college course credits, and/or cash.
- A very sophisticated management system. The system would track the work that needs to be done, those persons working on the various projects, accounting of the business, skills assessment of the potential developers. This system will have to incorporate various software and platforms. For example, the document management will be handled in a Lotus Notes environment, the accounting recorded on something similar to Lawson Accounting, and the businesses may store their data in a variety of databases, such as, Oracle, Sybase, Access, etc.

FIG. 5

Environment

- Entrepreneurial Community Involvement
- Hot Technical Job Market
- Huge Market Need
- Many Local 'Legacy' Businesses
- Many Bored Tech Workers in Area
- Huge Frustration w/ Life/Workstyles
- Communications Improvements

FIG. 6

Starting Assets

- **Initial:**
 - Friendly Legacy Oriented Business
 - Wealth of Startups
 - Some Money
- **Developed:**
 - Legacy Company turned Aggressive
 - Involvement with Student Company
 - Connection to Graphics Company
- ----> A Plan

FIG. 7

Strategic Pieces

- **Legacy Company:**
 - has project management tools, control systems, back office systems, Bored Employees, Scale, back office systems development experience, management structure, cash flow ;
- **Graphics Company:**
 - has Web Content Management Tool, excess business, web experience, "sizzle";

FIG. 8

Strategic Pieces - continued

- **Students:**
 - has talent, people, similarity to "independents"
- **Customers:**
 - Have management, ideas;
 - *Need to be able to work with customers*
 - *Need to be able to work with customers*

----- and Synergies

Strategies - Building a 'Division'

- **Infrastructure**
 - Understand Web, Website Building
 - Understand Job Functions , Skills, Compensation
 - Understand Project Flows
 - Build Network / Hardware
 - Understand Administration
 - Build Business Functions (extreme to build 'Company')
- **Process**
 - Business Deal Flow
 - Web Development Flow
 - Talent Flow (Hiring / Firing)
 - Compensation Mechanisms (all standard employee / 1099 – includes Human Resources)
- **Marketing / Sales**

FIG. 10

Strategies - Building a 'Network'

- * **Infrastructure**
 - **Understand Web, Website Building** (Get Methodology Partner)
 - **Understand Job Functions , Skills, Compensation**
 - **Understand Project Flows**
 - **Build Network / Hardware** (Get Systems Partner)
 - **Understand Administration** (Get Control/Project Mgmt Partner)
 - **Build Business Functions** (Get Existing Business as Partner)
- * **Process**
 - **Business Deal Flow** (Get Needful Businesses as 'Partners')
 - **Web Development Flow** (Stay in Segment/Use Friendly Accts)
 - **Talent Flow** (Get Recruiting Partner) (Get skill 'testing' partner)
 - (create efficient 'employment' method / force simplicity)
 - **Compensation Mechanisms** (use risk vehicles / be creative)
- * **Marketing / Sales** (Get Aggressive Entrepreneurs as Income Sources)

FIG. 11

Tactics

- * Create willing customers – **use Companies that have all the right stuff – startups that need us and will get the money, and that have a synergistic concept to ours.**
- * Provide atypical, results only incubator – **one that shares in the birth experience of the startup, not just a 'space'.**
- * Build tools / processes in concert **with what the startups' needs, and in concert with ours.** Each deal adds to the base function.
- * Use partners **that have much to gain from the relationship. Build a tool that they need, provide training, etc. while building the business.**
- * Use multiple partners **to counterweight each other.**
- * Be ready **to be absorbed in as a division.**

FIG. 12

Strategies - Market Segments

- * **Technical Level of Sites**
 - **Net Presences**
 - Quick
 - Entry Level
 - Simple Tools
 - Little Server Side
 - **Mid-Level**
 - Action Evoking
 - 3rd Party Tools
 - Database, Strong Server Activity
 - Data Warehouse, E-Commerce, Communities
 - **Infrastructure**
 - Major Database
 - Major Server Activity
 - Java / XML front ends
 - New Technology

FIG. 13

Talent Pools

- * **Daou / Enosus (now Enosus) — Management and Stability**
 - Business Management
 - Project Management
 - Administration
 - 'Server' Structure
 - Base of Operations
 - Good, Stable, Interested Developers
- * **GRB — Excitement and Specialized Skills**
 - Web Savvy
 - Entrepreneurial
 - Deal Flows, Sales Skills
- * **Digimo — Youth, Celebrity, Availability**
 - Entrepreneurial Youth
 - Deal Flows, Sales Skills
 - Student / Professor Talent (Great, Less Stable Developers)

FIG. 14

Talent Pools - continued

- * **Verity.com — Year Old Team**
 - Business oriented Entrepreneurs with a Prototype
 - Self-Funded
 - Very Good Marketing and Sales Skills
 - Huge Synergies
 - Huge Opportunity
- * **MedUtopia — Starting Deal**
 - Business oriented Entrepreneur with a Mission
 - Fundable
 - Sales Skills
 - Networker
- * **Others (the deals)**
- * **Dennis — Putting it together**
 - Wants to have fun and get very wealthy

FIG. 15

Skill Applicability

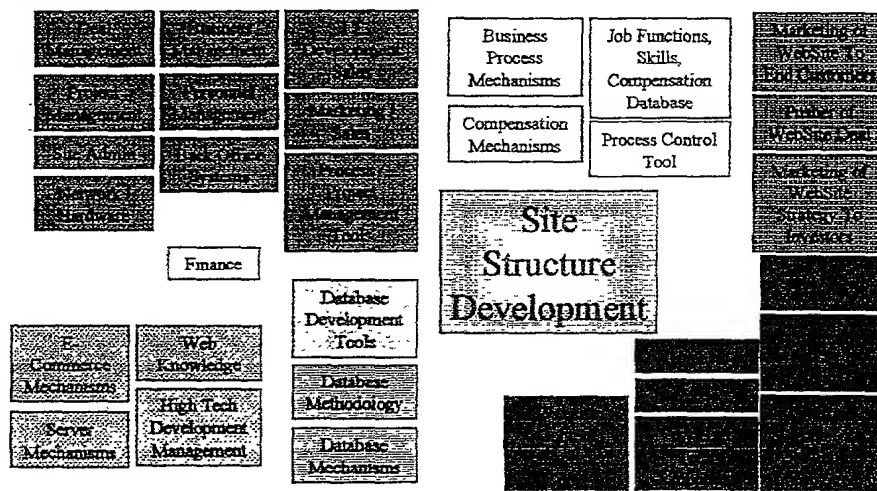


FIG. 16

Risks / Mitigation / Management

- **'All at Once' Confusion / 'Insurmountability'**
 - do interim structuring + directed growth
- **'Eaten by Partners' or Forced Out**
 - be selective, use relationships & synergies, be needed
- **Unmanageable Solution**
 - 'be' simple, require simple work, grow structure to scalability
- **Unprofitable Segment**
 - low infrastructure, be selective, careful --- share risk, move 'insiders' / participants to customers / spokesman

FIG. 17

Project Goals - Create Organization to:

- **Focus on Developing Entrepreneurial Websites**
 - Specialize in Web Site/ Digital Graphics Design
 - Utilize and develop new technology for the Internet (messaging, e-business tool development, business to business interactivity)
- **Create Fun Environment / Empower Staff**
- **Increase Staff Skill Set in Web Development**
- **Increase New Development Experience**
- **Posture for Increased Valuation (but start separate and transparent to Enosus)**

FIG. 18

Description

- * Create a Web Development Skunk-works / Incubator –
Named E-Effort Networks
- * Organization for Website Development as Adjunct/External
to Enosus:
 - Partially owned by
 - Enosus (10%)
 - Dennis Van Dusen (10%)
 - Founding Team (10% for all)
 - Contributors (60%)
 - Outsiders (Dilute above)
 - Off-hour (no/low-impact on current business) efforts by Contributors
 - Involvement of employees other than Enosus' (managed by e-Effort
Networks corporation)
 - Development includes Healthcare, but extends outward to other
internet tool development markets
- * Incubator:
 - Provide services to Websites which could be taken over by
Daou/Enosus

FIG. 19

Strategies - Market Focus

- Market Areas
 - Medical Informatics (stay in contact w/ Daou's (Enosus' Parent)
vertical market)
 - Web Graphics/Digital graphics development <creative>
 - Web site design for all businesses
 - Strategic partnerships with "print" graphic design firms to augment
client list
 - Geographically
 - Focus in Mid Atlantic Region for now
- E-Business
 - Develop e-commerce tools for end users/business to business
- Communities (address web neighborhoods)
- Messaging / High Tech Communities
- Data Warehouse / Document / ...

FIG. 20

Competitive Analysis

- **Competitors**
 - Many - splintered - most doing very well
 - 3 types
 - Web Providers, low level design capabilities
 - Web Site Development Firms, high end design
 - Large ISP, mid level design capabilities, more focused on providing Internet than development

FIG. 21

Competitive Analysis - continued

- **Strengths**
 - Reputation of Company, Infrastructure, Staff
 - Real Customers, Real Markets
- **Weaknesses**
 - Lack of 'Modern' efforts from traditional market
 - Sizzle
 - High Tech

FIG. 22

Schedule

- Immediate Start-up
- Take over several on-going efforts

See Digimo, other plans

FIG. 23

Current Status

- Deals need to be structured, supported
 - Re-Certify
 - SAIC
 - MedUTopia
- People are ready, already working on projects.

FIG. 24

Technology

- **New technologies being used**
 - Oracle 8i & WebDB
 - Active Server Pages
 - Cold Fusion
 - Apache / Linux
- **Process for Website Evaluate/Design/Build/Launch/Scale**
 - Train Staff, Make Ventures Effective
 - Create Corporate Methodology

FIG. 25

Team/Resources

- **Resources**
 - **People**
 - Off hour Staff
 - Management – Financial; Executive; Oversight
 - Staff – Accounting; Systems Administration
 - Staff – Programmers, Project Managers
 - Shell Corporation Employees
 - Students – Programmers, Digital Imaging, Graphic Arts
 - Entrepreneurs – Website Owners
 - Management Team
 - **Equipment**
 - Hosting (Servers; Network Connection)
 - Allow use of Staff computers to access system.

FIG. 26

Team/Resources - continued

• Resources (continued)

- Locations
 - Kensington for Meetings, Hosting, Management, Off-hour staff efforts
 - All student and entrepreneur activity at other locations
- Sales
 - Initially, Entrepreneurs and Outsiders
 - Hopefully, roll-out to Daou, and migrate talent toward Core Business
- Support -- Allow control by Enosus Management
 - Accounting
 - Hosting
 - Review

FIG. 27

Procedures

- Evaluate / Design / Build / Launch / Scale
- Benefits:
 - Web Collaboration Efforts -- all projects will involve outsiders
 - Management -- all projects will involve reviews
 - Control -- all project control will be available (in database and on secure website) and meaningful

Standards for Oracle Development

Standards for Process Control in Web Development

FIG. 28

Process - Evaluation Phase

- * **Business Prospect Qualification**
 - Compensation / Investment / Payment Potentials
 - Fit / Management Team Evaluation
 - Value Event Determination
- * **Evaluate**
 - Business -- Value Definition / Value Points
 - Market -- Customer Definition (Need Statements); Marketing Plan review
 - Story -- Purpose, Perspective, Perception for Website
 - Long Term / Short Term Impact on Enosus, Team
- * **Business Deal**
 - Compensation Plan
 - Investment / Payment Agreements
 - Team Structure

FIG. 29

Process - Design Phase

- **Requirements**
 - Story Board for Site
 - Development Element Definition
 - Value Point Analysis
 - Customer Need Analysis
 - Infrastructure Requirements
 - Other Support Requirements
- **Design**
 - Project Package Development
 - Infrastructure Plan Development
 - Build Plan Development
 - Data Object Definition

FIG. 30

Process - Build Phase

- **Build**
 - Determine Sizzle, Fun Points
 - Implement Story Board for Site
 - Data Object Detailing
 - Develop Site Elements
 - Build Out Infrastructure
- **Evaluate and Improve**
 - Measure against Value Point Analysis
 - Measure against Customer Need Analysis
 - Review against Sizzle, Fun Points, Ease of Use, etc.
 - Review Original Marketing Plans for Web Firm
 - Review Value Event Potentials

FIG. 31

Process - Launch Phase

- **Launch**
 - Marketing Support
- **Review**
 - Compensation Plan Execution
 - Reconsider Value Event Potentials
 - Reconsider Methodologies
 - Determine Continuous Improvement Goals

FIG. 32

Process - Scale Phase

- **Scale**
 - Review Scalability Gauges, Metrics and Issues
 - State Environment Needs
 - State Other Dependencies
 - State Other Impacts
 - Implement Continuous Improvement Plan
- **Profitability**
 - Foster Value Event Potentials
 - Alter Web Firm Marketing Plans and Foster Changes

FIG. 33

Deal Evaluation

- **Deal Identity**
 - What is the name of the deal
 - Contact name
 - Contact phone
 - Email
 - Address
- **What is the nature of the business? The business model? Has similar model been in the incubator before?**
- **Is this deal a sale of e-Effort Networks services or an incubator effort?**
- **What is the status of the deal team:**
 - Funded? Sponsored? To what degree?
 - Part of another organization?
 - Other Qualification Questions

FIG. 34

Deal Evaluation - Nature of the site

- What is site to be developed to include?
 - Components
 - New technology
 - Graphics
 - Home Page
 - Database
- Will any part of site be usable for later deals?

FIG. 35

Deal Evaluation - Expectations

- What are expectations of other party regarding the e-Effort Networks involvement?
 - Financial Expectations / Capital Investment
 - Ownership Level
 - Mentoring
 - Site Component Ownership
 - Marketing Involvement
 - Hosting
 - Servers
 - Space
 - Management
 - Raising Capital

FIG. 36

Deal Evaluation - Progress

- * How far has the entrepreneur gotten on their own?
 - Plan
 - Site structure
 - Marketing
 - Team Formation
 - Site Story and/or Storyboards
 - Site Design
 - Site 1st Cut

FIG. 37

Teams - Business

- * Sales and Business Development
 - Incubator Marketing / Public Relations
 - Deal Recruitment and Services Sales
 - Deal Evaluation
 - Deal-making Methodology Management
- * Mentoring for Success (for Incubated Company)
 - Corporate Planning
 - Marketing Approach Refinement
 - Team Development
- * Project Management and Technical Development

FIG. 38

Teams - **Harvesting**

- Value Event Management
 - Potential Value Event List
 - Posture Descriptions
 - Posture Management
- Audit & Control for Operations
 - Site Effectiveness Audits
 - Marketing & Management Reviews
 - Deal making for Restructuring Deals
 - Score Card Control

FIG. 39

Teams - **Triage**

- Extrication from Involvement on Deals
- Salvage of Site / Software Rights
- Salvage of Relationships
- Renegotiations
- Plans & Methodology Capture
- Learning & Deal making Improvements
- Score Card Review

FIG. 40

Teams - Technical Management

- ✦ Incubator Technical
 - Project Management
 - Development Methodology Management
 - Technical contributors (programmers)
 - Systems Maintenance
 - Graphics
 - Database Administration
 - Site Development Management
 - Site Refinement Management
 - Site Maintenance Management

FIG. 41

Teams - Technology Management

- Infrastructure Management
- Common Software Reuse
- Backend Reuse
- Tool Adaptation & Management;
Maintenance
- Deal Impact Analysis
- Score Card Review

FIG. 42

Project Task Control

• Task Types

- Project Management
- Planning
- Architecture
- Database
- Programming
- Graphics
- Mentoring
- Harvesting
- Infrastructure
- other

• Task Levels

- Introductory
- Novice
- Try - out
- Expert
- Guru

FIG. 43

Work Package Deliverables

- General

- Description of Result Contents
- Contact Information
- Status Information
- Issues / Problems List
- Limitations List
- Zip of Results, with proper directory structures
- New Information regarding task

FIG. 44

Management Planning Task

- Strategy Phase
 - Strategy and Potential Strategic Relationships
 - Business Plan Outline
- Analysis Phase
 - Objectives
 - Financial Plans / Projections / Equity
 - Marketing & Sales / Site Promotion
 - Infrastructure for Control / Accounting
- Goal: Team Job Descriptions

FIG. 45

Work Package Deliverables

- Project Planning Packages

- Descriptions, with:
 - Context
 - Contact Information
 - Work Breakdowns
 - Due Dates
 - Priorities
 - Point Estimates
- Populated 'Notes' for Subtask Packages
- Infrastructure Plans

FIG. 46

Page Planning Task

- Page type to Storyboard Matrix
- Frame Structure to Storyboard Matrix
- Goal: Work packages for Page Content

FIG. 47

Work Package Deliverables

- Content Packages

- Text formatted in HTML, entered into 'Notes' in proper character set
- Data populated into database, according to description and forms provided
- (((Data Discovery Tasks will also be needed)))

FIG. 48

Database Planning Task

- Strategy Phase
 - What already exists & Context
- Analysis Phase
 - Functional Analysis & Object Definition
 - Objects and Usages Detail and Module Structure
- Goal: Work packages for Database Efforts

FIG. 49

Work Package Deliverables - Database Packages

- All Information entered into Oracle Designer for Strategy, Analysis Phases, and to degree possible for Design Phase
- Module Information not in Designer to be in same format as programming packages
- Database Constructed on Server
- Password list
- * above presumes Relational databases - object database packages might require different tools

FIG. 50

Graphics Planning Task

- Motif Definition
- Logo Collection (Art Availability)
- Backgrounds to Storyboard Matrix
- Graphic Objects to Storyboard Matrix
- Goal: Work packages for Graphics Work

FIG. 51

Work Package Deliverables - Graphics Packages

- Art in Zip Files
- Format Information Regarding Artwork
- Version Information
 - Platform
 - Compiler

FIG. 52

Programming Planning Task

- 'Big' Technology Context
 - Language / Platform / Dev tool context Analysis (see Database Planning Also)
- Module Plan
- Module to Storyboard Matrix
- Goal: Work packages for Module Development

FIG. 53

Work Package Deliverables **- Programming Packages**

- Code in Zip Files
- Version Information
 - Platform
 - Compiler
 - Code Version for Basis

FIG. 54

Infrastructure Planning Task

- Strategy Phase
 - Players
 - Gross Volume Estimates
- Analysis Phase
 - Server Needs
 - Bandwidth Needs
 - Security Requirements
 - Data Population Requirements
 - Other Site Owner Needs
- Issue to Storyboard Matrix
- Goal: Work packages for Module Development

FIG. 55

Project Task Control

- Point Based Compensation

- Points Negotiable - based upon:
 - Completion Time
 - Skill Availability
 - Task Difficulty
- Points Conveyed / Awarded - based upon:
 - Milestones Reached ~ 30%
 - Customer Acceptance ~ 30%
 - Project Completion ~ 30%
 - Deal Harvesting Value Events ~ 10%

FIG. 56

Site Development Tiers

- Contact Management / Detailing the Team Structure
- Deal Marketing Plan Guidance
 - Site Purpose
 - Customer Descriptions
 - Usage Descriptions
 - Value Point Descriptions
 - Story to Tell
 - Volume Projections (Usage / Data)
 - Demo Requirements

FIG. 57

Site Development Tiers

- Site Structure Guidance
 - Site Storyboard (Purpose By Page)
 - Customer Interaction Plan
 - Customer Traffic Steering Plan
 - Value Point to Storyboard Matrix
 - Customer Usage to Storyboard Matrix
- Site Structure Project Plan
 - Storyboard Level Prioritization
 - Work Breakdown Structure
 - Piecepart Work Package Descriptions
 - Skill to Storyboard Matrix
 - Time to Storyboard Matrix
- Infrastructure / Facilities Requirements Matrix

FIG. 58

Issues

Web site

- * Timing of Site Development Process
 - Milestone projections / expectations / benchmarks & the embedding of control mechanisms (when do we start / estimated completion date of site)
 - Measurement of the control mechanisms
 - Assignment of responsibilities & what's expected of each party involved
 - e-Effort Networks
 - Daou - Enosus
 - VanDusen
 - MedUtopia
 - Accountability
 - Who reports to whom
- * Selection of platform
- * Selection of programming language
- * Graphical User Interface for site
- * Accessibility to web development team
- * Operations & maintenance (i.e., error reviews, independent verification and validation)

FIG. 59

Site Types

- * That Play (Animations, Movies, Music, Entertainment)
- * That Speak (News, Newspapers, Magazines)
- * That Teach (Arts, Culture, Humanities, Engineering)
- * To Live By (Beauty, Fashion, Health, Lifestyle)
- * That Network (Computers, Internet, Communities, Messaging)
- * That Explore (Travel, Adventure)
- * That Appetize (Food, Beverage)
- * That Express (People, Home Pages)
- * That Educate (Education, Items of Interest)
- * That Sell (E-Commerce)

FIG. 60

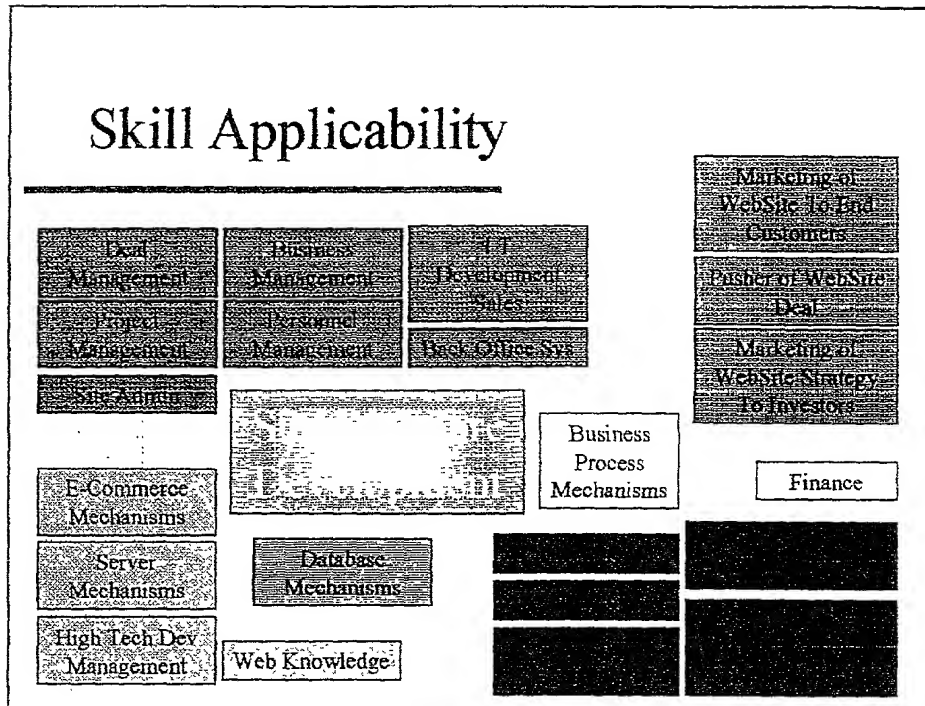


FIG. 61

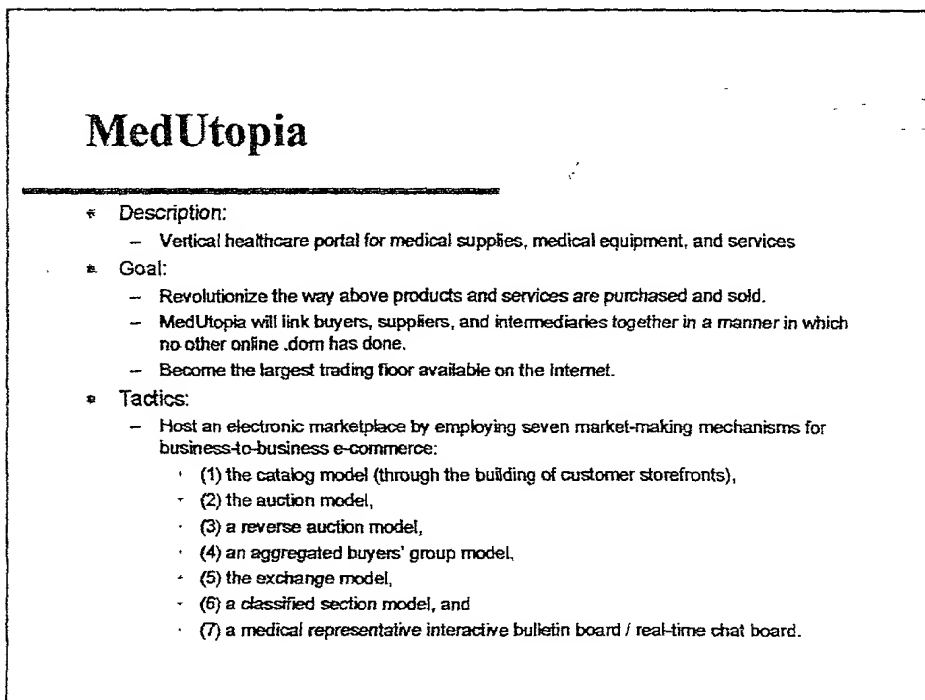


FIG. 62